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PTO/SB/05 (11-00)

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**UTILITY
PATENT APPLICATION
TRANSMITTAL**
(Only for new nonprovisional applications
under 37 CFR 1.53(b))

| | | |
|----------------|--|------------|
| | Attorney Docket No. | 100105.401 |
| First Inventor | Jon Brown | |
| Title | METHODS AND SYSTEMS FOR DYNAMICALLY SERVING IN-STREAM ADVERTISEMENTS | |
| | Express Mail Label No. EL755730961US | |

J1011 U.S. PRO
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09/16/01

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| 1. <input type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing) | 7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) |
| 2. <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. | 8. <input type="checkbox"/> Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary) |
| 3. <input checked="" type="checkbox"/> Specification [Total Pages 17] (preferred arrangement set forth below) - Descriptive title of the Invention - Cross Reference to Related Applications - Statement Regarding Fed sponsored R & D - Reference to sequence listing, a table, or a computer program listing appendix - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings (if filed) - Detailed Description - Claim(s) - Abstract of the Disclosure | a. <input type="checkbox"/> Computer Readable Form (CRF) b. <input type="checkbox"/> Specification Sequence Listing on: i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or ii. <input type="checkbox"/> paper c. <input type="checkbox"/> Statements verifying identity of above copies |
| 4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 11] | 9. <input type="checkbox"/> Assignment Papers (cover sheet & document(s)) |
| 5. Oath or Declaration [Total Sheets -] a. <input type="checkbox"/> Newly executed (original or copy) b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63 (d)) (for a continuation/divisional with Box 18 completed) i. <input type="checkbox"/> <u>DELETION OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b). | 10. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of (when there is an assignee) Attorney |
| 6. <input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76 | 11. <input type="checkbox"/> English Translation Document (if applicable) |
| | 12. <input type="checkbox"/> Information Disclosure <input type="checkbox"/> Copies of IDS Statement (IDS)/PTO-1449 Citations |
| | 13. <input type="checkbox"/> Preliminary Amendment |
| | 14. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) Should be specifically itemized |
| | 15. <input type="checkbox"/> Certified Copy of Priority Document(s) (if foreign priority is claimed) |
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| | 17. <input checked="" type="checkbox"/> Other: <u>Appendices A-C</u> |

18. If a CONTINUING APPLICATION OR APPLICATION CLAIMING FOREIGN PRIORITY, check appropriate box, and supply the
requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:
 Continuation Divisional Continuation-in-part (CIP) Claims priority from Provisional Application
Nos. 60/234,046, filed September 19, 2000 and 60/233,513, filed September 19, 2000

Prior application information Examiner _____ Group Art Unit: _____
For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or
declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or
divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a
portion has been inadvertently omitted from the submitted application parts.

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| Name (Print/Type) | Kayla D. Brant | Registration No. (Attorney/Agent) | 46,576 |
| Signature | <i>Kayla D. Brant</i> | Date 9/18/01 | September 18, 2001 |



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